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Approved for use through 10/31/2002. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449B/PTO			Complete if Known		
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)			Application Number	09/837,377	
			Filing Date	04/19/2001	
			First Named Inventor	Mark LANDESMANN	
			Group Art Unit	2611	
			Examiner Name	Christopher Grant	
Sheet	1	of	2	Attorney Docket Number	084561-0105

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
KH	E1	5,277,874		VON KOHOM	07-1993	
	E2	5,249,044		VON KOHOM	09-1993	
	E3	5,285,278		HOLMAN	02-1994	
	E4	5,502,636		CLARKE	03-1996	
	E5	5,642,485		DEATON et al.	06-1997	
	E6	5,327,508		DEATON et al.	07-1997	
	E7	5,644,723		DEATON et al.	07-1997	
	E8	5,724,521		DEDRICK	03-1998	
	E9	5,822,735		De LAPA et al.	10-1998	
	E10	5,884,277		KHOSLA	03-1999	
	E11	5,970,469		SCROGGIE et al.	10-1999	
	E12	6,055,573		GARDENSWARTZ et al.	04-2000	
	E13	6,061,660		EGGLESTON et al.	05-2000	
	E14	6,094,677		CAPEK et al.	07-2000	
	E15	6,185,541		SCROGGIE et al.	02-2001	
	E16	6,298,330		GARDENSWARTZ et al.	10-2001	
	E17	6,317,718		FANO	11-2001	
	E18	6,327,574		KRAMER et al.	12-2001	
	E19	6,332,126		PEIRCE et al.	12-2001	
	E20	2002/0052752		LANDESMANN	05-2002	
	E21	2002/0052779		LANDESMANN	05-2002	
	E22	6,415,262		WALKER et al.	07-2002	
	E23	2004/0039639		WALKER et al.	02-2004	

FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document		Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>				
KH	E24	WO	00/62184	NG	10-2000		

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
KH	E25	Bayesian Model Averaging: A Tutorial (with discussion ) (306k bytes), Corrected version of the Statistical Science 14:4, 382-417, article, Jennifer A. Hoeting et al., November 1999 downloaded July 22, 2002	
KH	E26	BRIGGS et al., "Advertising on the Web: Is there response before click-through?," Journal of Advertising Research, March/April 1997, pps. 33-45, vol. 37, issue 2, New York.	

Examiner Signature		Date Considered	9/13/06
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449B/PTO <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Complete if Known</b>	
		Application Number	09/837,377
		Filing Date	04/19/2001
		First Named Inventor	Mark LANDESMANN
		Group Art Unit	2811
		Examiner Name	Christopher Grant
Sheet	2	of	2
		Attorney Docket Number	084561-0105

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
KGA	E27	CHARTRAND, "A Method of Collecting Consumer Data Renews Questions About Patents on Business Practices," The New York Times, July 30, 2001, Section C2.	
KHL	E28	Data Mining: Staking a Claim on Your Privacy, January 1998, downloaded from <a href="http://www.ipc.on.ca/english/pubpres/papers/datamine.htm">http://www.ipc.on.ca/english/pubpres/papers/datamine.htm</a> , 8/0/02	
KHL	E29	"Fleet financial banks on data warehouse, Target Marketing, Philadelphia, November 1998.	
KHL	E30	Information technology and the privacy of the individual, The Role of Privacy in Modern Society, by Dave Redell, by Dave Redell, September 23, 1992 downloaded from <a href="http://home.pacbell.net/webright/personal/acm.text">http://home.pacbell.net/webright/personal/acm.text</a> ,	
KHL	E31	Permission Marketing by Seth Godin, Simon and Schuster, copyright 1999, chapter 10	
KHL	E32	Permission Marketing: the Way to make advertising work again (Interactive Marketing (excerpt from "Permission marketing: Turning Strangers into Friends and Friends into Customers") Dialog # 01777383, File #570, by Hoke Communications Inc., May 199	
KHL	E33	Petition decision on case 09/349,860, mailed to Walker Digital, Stanford CT, on December 29, 2005.	
KHL	E34	Privacy fears raised by DoubleClick database plans By Courtney Macavinta, January 25, 2000, downloaded from <a href="http://news.com.com/2100-1023-236092.html?tag=m">http://news.com.com/2100-1023-236092.html?tag=m</a> , 08/08/20	
KHL	E35	Privacy Activists File DoubleClick Complaint, by Keith Perine, the Industry Standard, February 10, 2000	

Examiner Signature		Date Considered	9/13/06
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1

of 1

### Complete If Known

Application Number	09/837,377
Filing Date	4/19/2001
First Named Inventor	Mark Landesmann
Art Unit	3622
Examiner Name	LE, KHANH H
Attorney Docket Number	084561-0105

### NON PATENT LITERATURE DOCUMENTS

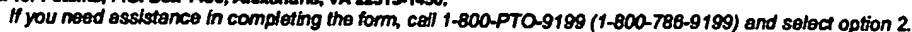
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
lell	B1	FINAL OFFICE ACTION on Application 10/727,535, with filing date of 12/05/03 and mailing date of office action 09/14/2005	

Examiner Signature		Date Considered	9/16/06
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<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Substitute for form 1449/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	09/837,377
Filing Date	4/19/2001
First Named Inventor	Mark Landesmann
Art Unit	2811
Examiner Name	
Attorney Docket Number	084561-0105

NON PATENT LITERATURE DOCUMENTS			
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icm	B1	FINAL OFFICE ACTION on Application 09/888,439, with filing date of 06/26/2001 and mailing date of office action 5/20/2005	

Examiner Signature	<i>Chapman</i>	Date Considered	9/13/06
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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	1	of	1
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**Complete if Known**

Application Number	09/837,377
Filing Date	4/19/2001
First Named Inventor	Mark Landesmann
Art Unit	2611
Examiner Name	Saltarelli, Dominic
Attorney Docket Number	084561-0105

## U. S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature		Date Considered	9/25/06
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449B/PTO				<b>Complete if Known</b>		
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  Date Submitted: May 12, 2003 <i>(use as many sheets as necessary)</i>				Application Number	09/837,377	
				Filing Date	04/19/2001	
				First Named Inventor	Mark LANDESMANN	
				Group Art Unit	2611	
				Examiner Name	Unassigned	
Attorney Docket Number	084561-0105					
Sheet	1	of	1			

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
REL	A1	6,434,534	B1	Walker et al.	08-13-2002	RECEIVED MAY 13 2003 Technology Center 2600

FOREIGN PATENT DOCUMENTS								
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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				

NON PATENT LITERATURE DOCUMENTS			
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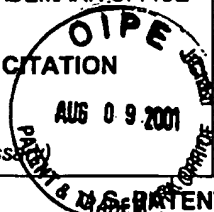
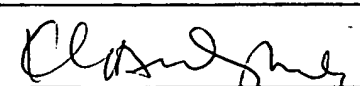
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<b>INFORMATION DISCLOSURE CITATION</b> (Use several sheets if necessary)				APPLICANT Mark LANDESMANN			
				FILING DATE 04/19/2001		GROUP ART UNIT 2611	
<b>U.S. PATENT DOCUMENTS</b>							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
Ku	A1	5,924,080	07/13/1999	Johnson	705	26	
	A2	6,055,513	04/25/2000	Katz et al.	705	26	
	A3	5,592,560	01/07/1997	Deaton et al.	382	100	
	A4	5,649,114	07/15/1997	Deaton et al.	395	214	
<b>FOREIGN PATENT DOCUMENTS</b>							
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION YES NO
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>							
<b>EXAMINER</b>				<b>DATE CONSIDERED</b>			
K. J. Smith				9/13/06			
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<b>U.S. PATENT DOCUMENTS</b>							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
<i>Full</i> ↓	A1	6,012,051	Jan. 4, 2000	Sammon, Jr. et al.	706	52	
	A2	6,014,638	Jan. 11, 2000	Burge et al.	705	27	
	A3	6,049,777	April 11, 2000	Sheena et al.	705	10	
	A4	6,134,532	Oct. 17, 2000	Lazarus et al.	705	14	
	A5	6,236,978	May 22, 2001	Tuzhilin	705	26	
<b>FOREIGN PATENT DOCUMENTS</b>							
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION YES NO
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				FILING DATE April 19, 2001		GROUP ART UNIT 2611		
<div style="text-align: center;">  </div> <b>PATENT DOCUMENTS</b>								
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE	
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	A2	5,797,127	08/98	Walker et al.	705	5		
	A3	5,897,620	04/99	Walker et al.	705	5		
	A4	5,855,008	12/98	Goldhaber et al	705	14		
	A5	5,774,870	06/98	Storey	705	14		
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	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION	
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<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>								
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				9/25/06				
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